



BUSINESS PLAN FOR:

DATED:

PURPOSE

The purpose of this plan is to provide a specific and clear guideline of set goals for the next 12 months. This plan is a one-year, month- to-month plan designed to achieve my personal annual financial goal (Gross Income to me) of \$_____.

The plan is specific as to the amount of business generating activities and to the types of these activities I will need to accomplish each week, each month and each quarter of the year.

I am committed to monitoring my business generation activities each thirty days in order to make sure that I am on target. I am willing to alter my activities and my plan if it is not working for me. I am committed to learning and practicing new skills and habits that will help me achieve my goals.

This plan is designed to create growth for me, both financially and personally. By signing this document I am committing my efforts and energies toward the accomplishment of this plan.

Signature

Date

OBJECTIVES FOR THE NEXT YEAR

The following are the major objectives that I want to accomplish during the next year (gross commission income, prospecting contacts, listings taken, listings sold, buyer sales, education & training, travel, purchases, health, personal, etc.):

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

ANALYSIS

In the last 12 Months, I have accomplished the following numbers. I will use these numbers in realistically setting my goals for the next 12 Months.

1. My (GCI) over the last 12 months was \$ _____
2. I worked an average of _____ hours per week during the _____ weeks that I worked this past year.
3. My average sales price was \$ _____
4. I took _____ listings.
5. I had _____ of those listings sell (close).
6. I averaged _____ hours per week of active lead generation.
7. My three most productive sources for listings were:
 1. _____
 2. _____
 3. _____
8. My three most productive sources for buyers were:
 1. _____
 2. _____
 3. _____
9. My total number of units closed was: _____
10. My average commission per closed side was \$ _____

FINANCIAL AND PRODUCTION GOALS

1. My closed commission (GCI) goal for 20____: \$_____

2. My average commission per side (unit) will be \$_____

3. The number of closed sales (sides) necessary to achieve my income goal (#1 divided by #2): _____

4. My 20____ projected closings will come from:

A. Listings sold: _____

B. Buyers sold: _____

5. projecting that _____% of my listings will sell, the number of listings I will need to take in 20____ will be (#4A divided by the % of #5): _____

6. Considering that _____% of my buyer contracts will cancel, I will need to write a total number of (#4B divided by (100% minus the % of #6)) _____

7. Since I plan to get listings on _____% of my listing appointments, I will need to go on the following number of listing appointments (#5 divided by the % of #7): _____

8. Since I sell a home to _____% of the buyers I work with, I will need to work with the following number of new buyers (#6 divided by the % of #8): _____

9. My number of appointments in 20____ needs to be:

Listing Appointments _____ Per Month _____ Per Week

New Buyers _____ Per Month _____ Per Week

Total _____ Per Month _____ Per Week

BUSINESS GENERATION ACTION PLAN

I know that business generation (prospecting and lead management) is one of the most important activities in building production, income, and long-term business success. Therefore, the final part of my business plan is focus on, and commit to the prospecting I will do in 20____.

While I cannot always control the results, I know that I can manage my time and activities. The more time I spend marketing my services, the more likely it is that I will achieve my goals. Therefore, I commit to the following business generation action plan:

Prospecting Activity	Weekly Hours	Monthly Hours
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
Total Hours:	_____	_____